

zooplus AG: Sales increase 26% in the first quarter of 2018

- **Sales rise to EUR 323 m in the first quarter of 2018 (Q1 2017: EUR 257 m)**
- **Double-digit growth in all 30 regional markets**
- **Company confirms full-year forecast for sales growth of 21-23%**

Munich, April 19, 2018 – Based on preliminary figures, zooplus AG (WKN 511170, ISIN DE0005111702, ticker symbol ZO1), Europe's leading online retailer of pet supplies, generated sales of EUR 323 m in the first quarter of 2018, which is EUR 66 m higher year-on-year (Q1 2017: EUR 257 m), corresponding to growth of 26%. Sales growth adjusted for currency effects also reached 26%. Based on these results, zooplus was able to extend its strong growth trend from the final quarter of the 2017 financial year into the 2018 financial year. Double-digit growth rates were again achieved in the first quarter of 2018 in all 30 regional markets, further solidifying zooplus's position as the European market leader in online pet supplies.

The actions initiated in the second half of 2017 to expand business with new and existing customers continued to have a positive effect in the first quarter of 2018 in terms of accelerating the company's growth. The higher sales were driven by a consistently strong degree of customer loyalty and a marked increase in the number of registered new customers. The sales retention rate adjusted for currency effects reached 94%, while the number of registered new customers in the quarter increased by 28%.

Dr. Cornelius Patt, CEO of zooplus AG, in his comments on the development in the first quarter of 2018, says: "Our investments to accelerate growth and further improve the appeal of our product for our now more than 6 million active customers are noticeably paying off. The 26% increase in sales in the first quarter of 2018 shows a continuation in the good development at the end of 2017. We will also remain consistently growth-oriented in the quarters ahead."

The zooplus AG Management Board confirms its 2018 full-year forecast for sales growth of 21% to 23%.

zooplus will publish the full report for first three months of the 2018 financial year on May 17, 2018, and make it available on the company's website at <http://investors.zooplus.com>.

Company profile:

zooplus AG was founded in 1999 and today is Europe's leading online retailer of pet supplies measured by sales. zooplus already occupies the No. 2 market position in the combined market for online and brick-and-mortar retailers of pet supplies. In the 2017 financial year, sales totalled EUR 1,111 m, roughly 75% of which was generated internationally. The company's business model has been launched successfully in 30 European countries. zooplus sells products for all major pet breeds. The product range includes pet food (dry and wet food and food supplements) and accessories such as scratching posts, dog baskets, and toys in all price categories. In addition to a selection of over 8,000 products, zooplus customers benefit from a variety of interactive content and community offerings. The pet supplies market is an important market segment in the European retail landscape. Sales of pet food and accessories within the European Union amount to around EUR 26 bn. Based on the continued vigorous growth anticipated in the European e-commerce market, zooplus expects its dynamic performance to continue.

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